

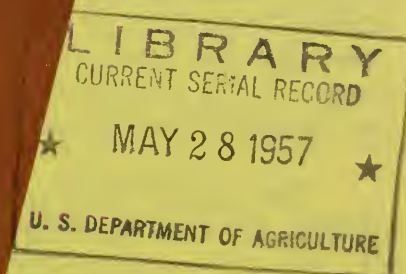
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# Household Purchases of Butter, Fluid Whole Milk, and Fluid Skim Milk, November 1956



HPD - 35

January 1957

Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

## PREFACE

This series of monthly reports is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946.

Reports in this series covering the months April 1954 through March 1956 showed estimates of household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. Starting in April 1956 the coverage was changed to include data on fluid whole milk and fluid skim milk products in addition to butter. The reporting on cheese, nonfat dry milk solids, and margarine was discontinued at that time.

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it, under contract with the Department. The data beginning April 1954 are based on reports from a sample of approximately 5,800 families. Additional data on butter only for the months April 1953-March 1954 are also available. The data prior to April 1954 were based on a sample of about 4,300 families and were statistically adjusted to the level reported from the 5,800-family sample.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.



HOUSEHOLD PURCHASES OF BUTTER, FLUID WHOLE MILK  
AND FLUID SKIM MILK, NOVEMBER 1956

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) to permit comparisons of purchase volume between periods of equal length.

SUMMARY

Butter: During November 1956, United States householders purchased an estimated 68 million pounds of butter at an average price of 71 cents per pound. This quantity was about the same as that bought in November 1955 but the average price paid was up more than 3 cents per pound, or about 5 percent, from a year earlier.

During the dairy marketing year which started in April 1956, household purchases of butter through November were over 2 percent more than in the April-November 1955 period. This rate of increase over a year earlier is relatively small compared with gains of 5 percent and 13 percent in the 1955-56 and 1954-55 dairy marketing years over preceding years.

In November 1956 butter purchases were about 4 percent over those of October 1956. Prices also were up about 2 percent, reaching the highest level reported since March 1954 (table 1).

Data published in this series for the dairy marketing years 1953-54, 1954-55, and 1955-56 indicate a seasonal pattern of increased activity for most indicators of butter purchases during the holiday season from October through December. Monthly butter purchase data during the current dairy marketing year for October and November followed the same pattern. Most indicators of butter purchases in past years have shown a marked decrease after the Christmas and New Year holidays.

Families buying butter reported a decrease in frequency of purchases during November 1956 from both a month and a year earlier. However, the average size of purchase was up slightly from a month earlier and consumption per capita increased almost 4 percent, largely as a result of an increase in the percentage of families buying.

Fluid Milk: The percentage of United States householders buying fluid milk increased fractionally from October to November 1956, in contrast to a decline between the same months of 1954. Almost 84 percent of all families made one or more purchases of fluid milk in November 1956 compared with about 83 percent in November 1954 (table 5). <sup>1/</sup>

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<sup>1/</sup> Slightly over 10 percent of all families reporting in this survey live on farms and many of these families have farm produced milk available for their use.

The amount of fluid milk purchased during November 1956 was more than 5 percent above purchases during November 1954. Both fluid whole and fluid skim milk purchases were up--by 5 percent and 16 percent respectively--during November over purchases made during November 2 years earlier. In November 1956 total fluid milk purchases were composed of 95 percent fluid whole and 5 percent fluid skim products, about the same proportions as in November 1954.

The tendency of householders to purchase an increasing proportion of fluid milk in the larger-than-quart containers continued in November 1956. Household purchases of fluid milk in November, by container size, were as follows: 59 percent in quarts; 34 percent in half-gallons; and 7 percent in gallons.

November 1956 marked the 5th consecutive month of increased per capita consumption of fluid milk at home. The estimated 7.56 quarts of fluid milk consumed at home by each person during November 1956 was the highest reported for the months covered by this report. Although this per capita consumption rate was only about one-half of 1 percent greater than the previous high during October 1956, it was up over 3 percent from November 1954 (table 6).

Fluid Whole Milk: Householders in this survey purchased about 1,170 million quarts of whole milk during November 1956, or an increase of 53 million from November 1954. The 5 percent increase during November 1956 in total whole milk purchases over November 1954, and the 3 percent increase in consumption per capita, resulted largely from an increase in the percentage of households buying whole milk. In November 1956, about 83 percent of all households bought fluid whole milk compared with 81 percent in November 1954.

Household purchases of fluid whole milk in half-gallon containers were two-thirds greater in November 1956 than 2 years earlier. The amount bought in gallons, which makes up a small part of the total, was also up from the November 1954 level (fig. 3). The proportion of all whole milk purchased in the half-gallon containers rose from 22 percent in November 1954 to 35 percent in November 1956; the share bought in quart containers was down from 73 to 58 percent (table 3).

The price paid by householders per quart equivalent was up during November 1956 for all purchases of whole milk regardless of container size compared with November 1954. The per quart price for whole milk increased 5 percent for purchases in the quart container, 6 percent in half-gallons and 4 percent in gallons. However, because of shifting proportions of the total towards larger size containers which sell at lower equivalent prices, the overall average price increased by only 3 percent--from 22.4 cents per quart in November 1954 to 23.1 cents in November 1956.

November 1956 was the fifth straight month in which household consumers bought more whole milk at higher prices than during the month just preceding. This was about the same as the purchase-price pattern reported by householders during the corresponding months of the 1954-55 dairy marketing year.



Fluid Skim Milk: Household purchases of fluid skim milk products during November 1956 were 64 million quart equivalents, up 9 million quarts from November 1954. Although up from 2 years earlier, purchases declined each month from the prior month, except during October, in the current dairy marketing year.

The amount of fluid skim milk purchased by householders in half-gallon containers during November 1956 was over three times the amount bought in half-gallons in November 1954. Householders purchased about the same amount of fluid skim milk in quarts, but less in gallon size containers than during November 1954.

Household purchases of fluid skim products in quart containers in November made up 77 percent of total fluid skim volume, half-gallons constituted 21 percent, gallons about 2 percent, and other sizes only fractional amounts.

Consumers in this survey paid more for fluid skim products in November 1956 than in November 1954. November 1956 prices increased 3 percent for skim products in quart containers, 10 percent in half-gallons, and 21 percent in gallons, from November 1954. The average price for all fluid skim milk items purchased for home use during November 1956 was 19.3 cents per quart equivalent: the price per quart was 12.9 cents in gallons, 17.3 cents in half-gallons, and 20 cents in single quart containers (table 4).

The 16 percent increase from November 1954 to November 1956 in total household purchases of skim milk products was largely accounted for by an increase in the percentage of households buying. From October 1956 to November 1956, the percentage of households buying skim milk items increased slightly, while the per capita consumption declined fractionally.

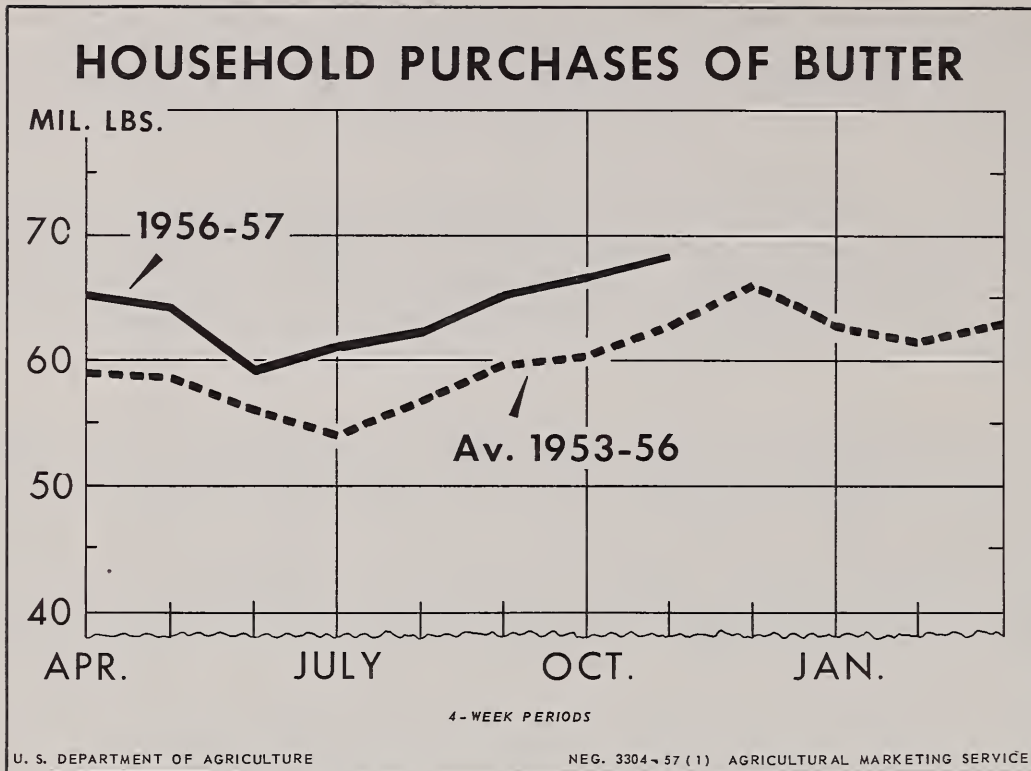


Figure 1

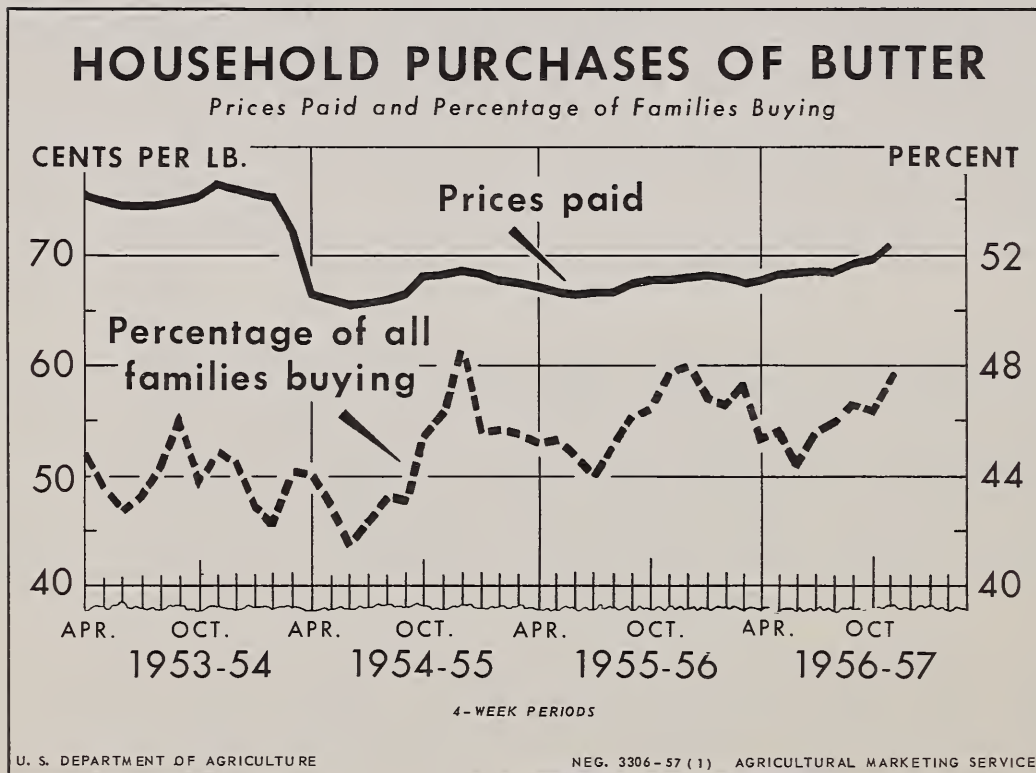


Figure 2



Table 1.--Butter: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased							
	Total				Per 1,000 population			
	1956-57	1955-56	1954-55	1953-54	1956-57	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds
April.....	65.1	62.7	58.0	56.2	401	388	367	369
May.....	64.2	62.2	58.5	54.7	396	385	371	359
June.....	59.3	61.3	54.5	51.9	366	380	345	340
July.....	61.0	57.0	54.2	50.9	377	356	341	332
August.....	62.2	58.7	57.9	53.3	385	366	364	348
September.....	65.2	63.1	60.4	55.1	404	394	379	360
October.....	65.8	66.0	63.2	51.0	403	409	394	331
November.....	68.1	68.0	65.7	54.4	418	422	410	353
December.....		72.4	69.2	55.5		449	432	361
January.....		66.2	65.3	56.6		411	407	367
February.....		67.2	63.8	53.4		417	398	346
March.....		68.3	64.0	56.3		423	399	365
Percentage of all families buying				Average price paid per pound				
1956-57	1955-56	1954-55	1953-54	1956-57	1955-56	1954-55	1953-54	
Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents	
April.....	45.3	45.1	44.0	44.7	67.7	67.2	66.6	75.4
May.....	45.6	45.2	42.8	43.5	68.4	66.7	66.0	75.0
June.....	44.4	44.6	41.4	42.7	68.4	66.5	65.7	74.5
July.....	45.5	44.0	42.2	43.3	68.5	66.7	65.8	74.5
August.....	46.0	45.1	43.3	44.2	68.5	66.7	66.0	74.7
September.....	46.6	46.1	43.1	45.9	69.2	67.4	66.4	74.9
October.....	46.3	46.3	45.4	43.7	69.8	67.7	68.1	75.3
November.....	47.6	47.6	46.2	44.8	70.9	67.6	68.2	76.6
December.....		49.0	48.5	44.4		67.8	68.6	76.0
January.....		46.9	45.5	42.8		68.0	68.2	75.6
February.....		46.5	45.6	42.2		67.8	67.7	75.2
March.....		47.2	45.4	44.1		67.5	67.6	72.2

(Continued)

Table 1.--Butter: Household purchases and average price per pound, U. S., 4-week periods (continued)

Period	Per buying family							
	Purchases				Quantity per purchase			
	1956-57	1955-56	1954-55	1953-54	1956-57	1955-56	1954-55	1953-54
	<u>Number</u>	<u>Number</u>	<u>Number</u>	<u>Number</u>	<u>Pounds</u>	<u>Pounds</u>	<u>Pounds</u>	<u>Pounds</u>
April.....	2.66	2.64	2.74	2.71	1.11	1.09	1.09	1.06
May.....	2.63	2.60	2.80	2.75	1.10	1.10	1.10	1.04
June.....	2.51	2.60	2.72	2.64	1.09	1.09	1.09	1.04
July.....	2.47	2.45	2.65	2.58	1.10	1.09	1.09	1.04
August.....	2.52	2.50	2.81	2.67	1.10	1.08	1.08	1.03
September.....	2.62	2.58	2.86	2.69	1.09	1.09	1.09	1.03
October.....	2.62	2.68	2.84	2.59	1.10	1.10	1.09	1.02
November.....	2.61	2.66	2.88	2.65	1.11	1.11	1.09	1.04
December.....		2.70	2.66	2.68		1.13	1.11	1.05
January.....		2.65	2.73	2.90		1.10	1.09	1.04
February.....		2.70	2.65	2.73		1.10	1.10	1.04
March.....		2.68	2.67	2.75		1.11	1.09	1.04

Table 2.--Fluid whole milk and fluid skim milk: Total household purchases and average price paid per quart, U. S., 4-week periods

Period	Quantity purchased			
	Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts
April.....	1,086	1,046	68.2	54.7
May.....	1,093	1,064	67.3	53.6
June.....	1,064	1,034	65.9	55.7
July.....	1,067	1,003	65.4	55.3
August.....	1,083	1,021	64.0	59.2
September.....	1,131	1,082	63.4	61.7
October.....	1,163	1,112	64.9	58.7
November.....	1,170	1,117	63.7	55.0
December.....		1,119		53.0
January.....		1,125		54.6
February.....		1,121		58.7
March.....		1,116		61.6
	Average price paid per quart equivalent			
	Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents
April.....	22.2	21.9	18.5	18.8
May.....	22.3	21.6	18.6	18.5
June.....	22.4	21.6	18.5	18.4
July.....	22.5	21.8	18.6	18.6
August.....	22.7	22.0	18.8	18.7
September.....	22.8	22.2	18.9	19.2
October.....	23.0	22.3	19.1	19.0
November.....	23.1	22.4	19.3	18.9
December.....		22.4		18.8
January.....		22.3		18.8
February.....		22.3		18.6
March.....		22.1		18.5

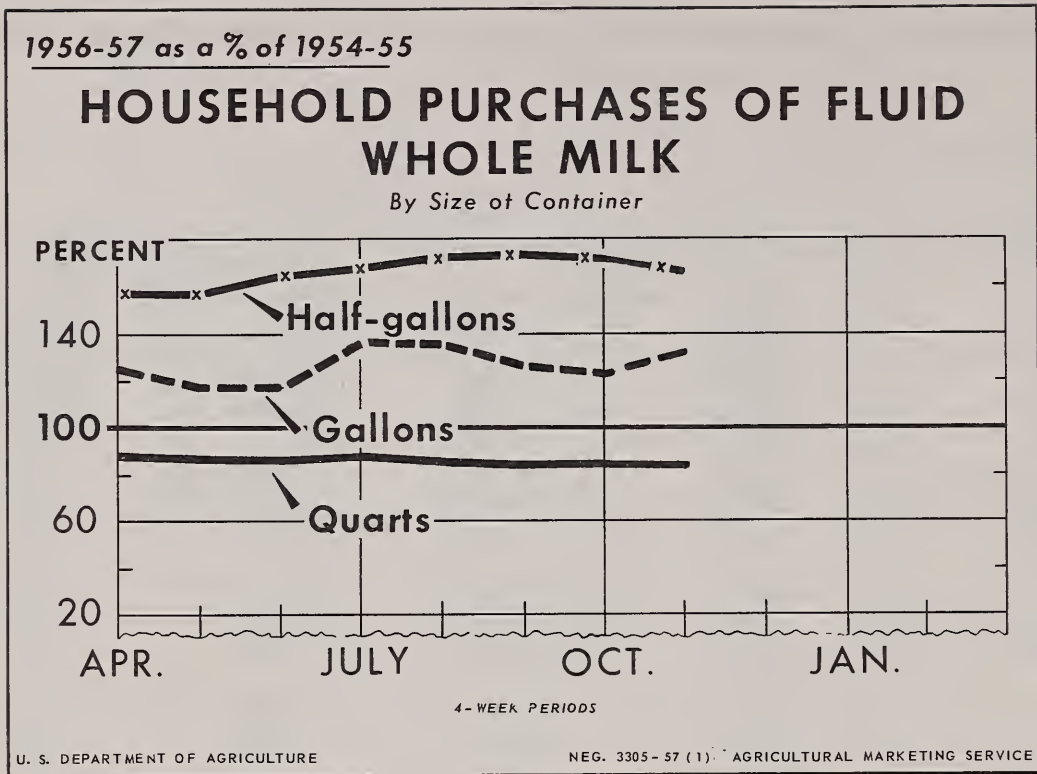


Figure 3

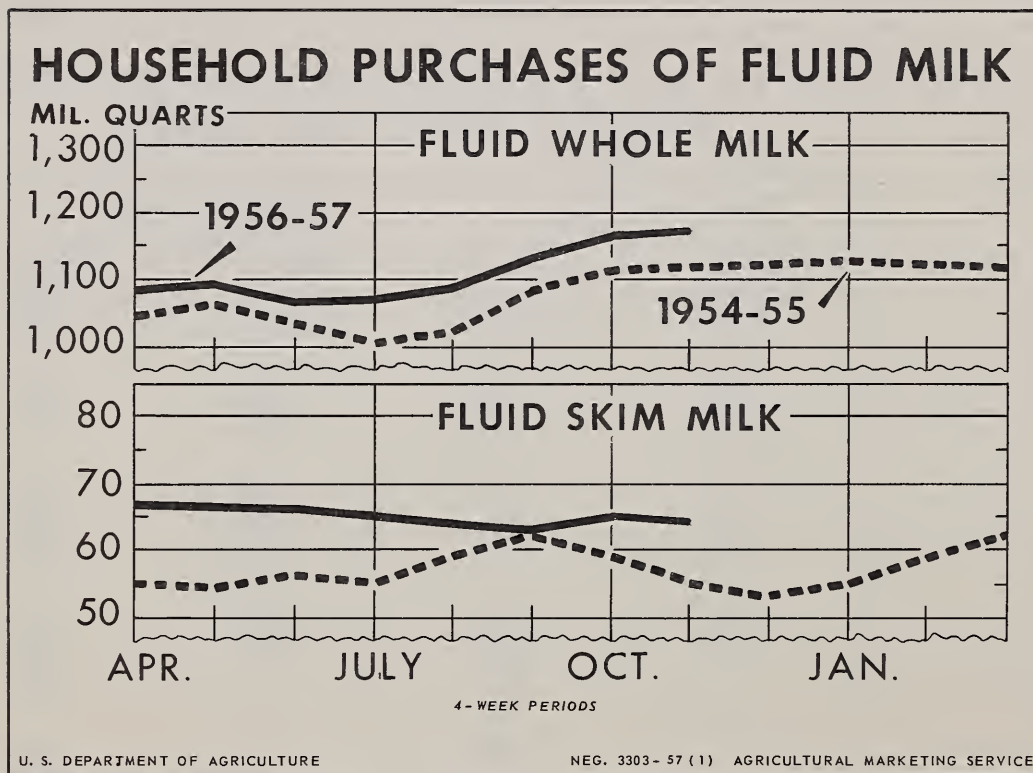


Figure 4



Table 3.--Fluid whole milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased							
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	691	787	321	202	72.4	57.3	1.5	0.4
May.....	690	793	330	208	72.4	62.1	0.7	0.5
June.....	663	772	329	200	71.2	60.7	0.5	0.3
July.....	651	745	341	204	73.6	53.7	0.8	0.3
August.....	653	759	356	208	73.4	54.0	0.5	0.6
September.....	674	801	379	219	77.3	61.3	0.7	0.6
October.....	687	816	394	230	81.4	66.2	0.4	0.7
November.....	683	811	405	242	81.8	62.3	0.7	0.9
December.....		805		247		66.3		1.0
January.....		800		254		69.2		0.9
February.....		790		256		74.4		0.9
March.....		783		260		70.9		1.2
Average price paid per quart equivalent								
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	23.2	22.7	20.9	20.4	18.1	17.5	1/	1/
May.....	23.3	22.4	21.2	19.9	18.5	17.0	1/	1/
June.....	23.3	22.5	21.3	19.5	18.2	16.6	1/	1/
July.....	23.5	22.7	21.3	19.7	18.3	16.8	1/	1/
August.....	23.7	22.8	21.6	20.1	18.5	17.2	1/	1/
September.....	23.9	23.1	21.7	20.4	18.6	17.2	1/	1/
October.....	24.2	23.2	21.9	20.6	18.5	17.6	1/	1/
November.....	24.4	23.2	22.0	20.7	18.5	17.8	1/	1/
December.....		23.3		20.5		18.2		1/
January.....		23.2		20.5		17.9		1/
February.....		23.3		20.5		17.9		1/
March.....		23.1		20.3		17.7		1/

1/ Not available.

Table 4.--Fluid skim milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased							
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	53.4	47.9	11.9	4.0	2.7	2.7	0.2	0.1
May.....	51.9	47.2	13.0	3.8	2.3	2.4	.1	.2
June.....	50.7	48.7	12.7	5.4	2.4	1.5	.1	.1
July.....	50.2	48.5	12.9	4.4	2.2	2.3	.1	.1
August.....	49.9	50.6	11.9	5.5	2.1	3.0	.1	.1
September.....	48.3	53.3	13.5	5.4	1.6	2.8	<u>2/</u>	.2
October.....	49.2	51.4	13.6	4.8	2.1	2.2	<u>2/</u>	.3
November.....	48.8	48.9	13.4	4.4	1.5	1.7	<u>2/</u>	.1
December.....		46.4		4.7		1.7		.2
January.....		46.0		6.5		2.0		.1
February.....		50.2		6.4		1.9		.2
March.....		52.4		7.3		1.7		.2
Average price paid per quart equivalent								
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	19.2	19.4	16.5	15.7	11.3	11.9	<u>1/</u>	<u>1/</u>
May.....	19.3	19.0	16.6	15.7	11.6	10.3	<u>1/</u>	<u>1/</u>
June.....	19.3	18.9	16.5	15.7	10.5	10.4	<u>1/</u>	<u>1/</u>
July.....	19.5	19.3	16.1	16.1	11.1	9.2	<u>1/</u>	<u>1/</u>
August.....	19.5	19.4	16.8	16.6	12.1	9.5	<u>1/</u>	<u>1/</u>
September.....	19.9	20.1	16.5	15.4	10.2	9.4	<u>1/</u>	<u>1/</u>
October.....	20.0	19.5	17.0	17.2	11.0	12.4	<u>1/</u>	<u>1/</u>
November.....	20.0	19.4	17.3	15.8	12.9	10.7	<u>1/</u>	<u>1/</u>
December.....		19.2		17.1		10.8		<u>1/</u>
January.....		19.3		16.7		12.6		<u>1/</u>
February.....		19.1		16.6		10.5		<u>1/</u>
March.....		19.1		15.9		12.5		<u>1/</u>

1/ Not available.

2/ Less than .1.

Table 5.--Fluid whole milk and fluid skim milk: Percentage of families buying, U. S., 4-week periods

Period	Any fluid milk		Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Percent	Percent	Percent	Percent	Percent	Percent
April.....	81.8	82.6	79.8	81.0	19.4	18.7
May.....	82.8	80.9	80.9	79.5	19.2	18.0
June.....	82.0	81.6	80.4	80.1	20.0	19.4
July.....	83.5	81.1	82.0	79.8	20.5	19.3
August.....	83.6	81.9	82.6	80.5	20.7	19.8
September.....	83.2	81.4	82.4	80.0	19.6	19.2
October.....	83.6	82.9	82.2	81.4	18.6	17.9
November.....	83.9	82.7	83.1	81.3	18.8	18.2
December.....		82.6		81.1		16.7
January.....		81.8		80.2		18.9
February.....		83.2		82.0		18.7
March.....		81.9		80.3		19.6

Table 6.--Fluid whole milk and fluid skim milk: Household purchases per capita in quart equivalent, U. S., 4-week periods

Period	Total		Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
April.....	7.11	6.97	6.69	6.62	0.42	0.35
May.....	7.15	7.07	6.74	6.74	.41	0.34
June.....	6.96	6.90	6.55	6.54	.41	0.35
July.....	7.01	6.65	6.60	6.31	.41	0.35
August.....	7.10	6.79	6.70	6.42	.40	0.37
September.....	7.39	7.19	7.00	6.80	.39	0.39
October.....	7.53	7.31	7.13	6.94	.40	0.37
November.....	7.56	7.31	7.17	6.97	.39	0.34
December.....		7.31		6.98		0.33
January.....		7.35		7.01		0.34
February.....		7.36		6.99		0.37
March.....		7.34		6.96		0.38







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